

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.77

COKER'S SEED CATALOG

30th ANNIVERSARY—1902-1932

S
P
R
I
N
G

COKER'S PEDIGREED SEED COMPANY

OFFICERS
 DAVID R. COKER, PRES & GEN. MGR.
 J. F. CLYBURN, ASS'T GEN. MGR.
 GEO. J. WILDS, DIRECTOR PLANT BREEDING
 A. L. M. WIGGINS, TREASURER

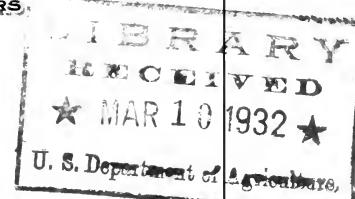


THE SOUTH'S FOREMOST SEED BREEDERS.

Hartsville, S.C.

Spring 1932.

PLANT BREEDING STAFF
 D. R. COKER H. J. WEBBER, (CONSULTING)
 G. J. WILDS J. F. CLYBURN
 G. R. HOPKINS J. S. BROWN
 J. V. WILLIAMSON



Dear Mr. Farmer:

Have you lost money during the past few years? Yes? Well, why?

Have you produced maximum yields of best quality? Probably not. Isn't that the big reason you've lost money?

Time to reform -- time to do the things that will yield more dollars!

The very best seed -- the kind that makes the most cotton -- the kind the mills want -- will help a whole lot.

Plant less. Plant only good land in cotton or tobacco. Raise plenty of food and feed. Have plenty of livestock. Don't spend 90¢ till you have a dollar. Work with your County Agent.

These things will bring you out of the wilderness of debt and discouragement, provided you do not neglect the most indispensable factor --

Pure Pedigreed Seed
 Bred by Scientific Methods
 By a Reliable Breeder.

Very truly yours,
David R. Coker
 President.

P. S. -- You can afford to buy the best seed if you can afford to run your farm.

I
9
3
2

COKER'S PEDIGREED SEED COMPANY

DAVID R. COKER, President

HARTSVILLE, SOUTH CAROLINA

Vegetable Seed Trials

FEB 23 1932

“Can I Afford Coker’s Seed?”

Yes!

IF YOU GROW COTTON AT ALL

BECAUSE

1. You have got to raise better cotton,
2. That brings more money,
3. From fewer acres,
4. At a cheaper cost per pound.

AND

BECAUSE

1. There is a huge surplus of poor cotton,
2. That sells at a low price because
3. The mills don’t want it, and because
4. You can’t afford to throw away
5. Your good fertilizer,
6. The sweat of your brow, and reduce
7. Your chances of keeping your home
8. By planting anything but the best.

WHICH MEANS

**COKER’S
PEDIGREAED
SEEDS**

DIRECT FROM US

Not Just So-Called Second- or Third-Year “Coker Seed” From Some Other Source.
They May be Run Out or Mixed.

“Why Are Coker’s Pedigreed Seed Best?”

BECAUSE:

1. They produce biggest yields
2. Of premium staple that brings
3. More money. Because they
4. Win contests, and because they
5. Come from a reliable company,
6. That has played fair
7. For thirty years, and will
8. Continue to serve your interests.

AND

BECAUSE:

1. We have varieties of cotton to suit all conditions in any cotton section.
2. Staples that range from 1 inch to $1\frac{3}{8}$ inches.
3. Wilt resistant cottons for wilt lands.
4. Dwarf type, open growing varieties for rich lands.
5. Cottons that suit the farmer and the mill.

RESULTS OF SOUTH CAROLINA 5-ACRE COTTON CONTESTS 1926 Through 1931

STATE PRIZES:	Prizes Won by COKER'S PEDIGREE SEED		Total Prize Money Awarded	Total Prize Money Won by COKER'S PEDIGREE SEED
	Total Prizes Awarded	Pedi-gree Seed		
First Prize -----	6	6	\$4,700.00	\$4,700.00
Second Prize -----	6	4	1,950.00	1,175.00
Third Prize -----	2	2	400.00	400.00
Fourth Prize -----	2	0	200.00	-----
Fifth Prize -----	2	2	200.00	200.00
Sixth Prize -----	2	2	200.00	200.00
DISTRICT PRIZES:				
First Prize—Upper Dist. -----	4	4	1,000.00	1,000.00
Second Prize—Upper Dist. -----	4	1	450.00	100.00
First Prize—Middle Dist. -----	4	3	1,000.00	700.00
Second Prize—Middle Dist. -----	4	4	450.00	450.00
First Prize—Lower Dist. -----	4	3	1,000.00	700.00
Second Prize—Lower Dist. -----	4	3	450.00	350.00
TOTALS -----	44	34	\$12,000.00	\$9,975.00

Be sure to Note That OUR COTTONS Won EVERY FIRST PRIZE and in Addition Brought EXTRA PRICES For Staple.



THIS COTTON ALSO WON FIRST PRIZES FOR HIGH YIELD AND GOOD STAPLE IN NORTH CAROLINA AND GEORGIA. (See page 12.)

"Which Is Your Best 'Coker No. 5'?"

COKER-CLEVELAND 5, STRAIN 5

BECAUSE:

1. It has the longest staple of the "Coker No. 5's."
2. It has the highest lint turnout of the 5's.
3. It is the most uniform in staple of the 5's.
4. It is the most uniform in type of growth of the 5's.
5. It is the most productive and
6. The most storm resistant of the 5's.
7. It is easy to pick.
8. Gins nicely.
9. Will make cotton under most any conditions.

NOTE TO GROWERS OF COKER-CLEVELAND NO. 5

We highly recommend this Strain for your Seed Patch or Contest Plot.

NOTE—Our Coker-Cleveland 5's are largely responsible for the great improvement in the staple and quality of the North and South Carolina cotton crop during the last five years. To keep up this improvement and prevent a decline in staple and character, the newest and best strains must be introduced and distributed as they come out.

DESCRIPTION

Staple— $1\frac{1}{16}$ " to $1\frac{3}{32}$ " under good conditions.
Lint Per Cent—39% to 41%.
Production—The best of the "Coker No. 5's."
Stalk—Medium, fairly open.
Storm Resistance—Good.
Picking Quality—One of the best.
Season—Medium early.
Bolls—64 to 66 to pound.

PRICES

Per bushel	\$ 2.25
Per 100-lb. bag	7.50
Per ton (20 bags).....	135.00

F.O.B. Hartsville, S. C., Atlanta, Ga., Memphis, Tenn.

Note: We will allow a 10% discount on not over two bags of this seed to bona fide 5-acre contestants.



BALE-AN-ACRE BREEDING FIELD OF COKER-CLEVELAND 5 STRAIN 5

“Which Is Your Best Coker-Cleveland 884?”

COKER-CLEVELAND 884, STRAIN 4

BECAUSE:

1. It is the earliest Cleveland Cotton that we have ever bred.
2. It has the thinnest foliage.
3. It is easy to pick.
4. It fluffs well and gins well.
5. It makes a full $1\frac{1}{16}$ " to $1\frac{3}{32}$ " staple.
6. It is most uniform in staple and type of growth.
7. It gives high lint turnout.
8. It makes cotton with the best—more productive than 884-2.
9. It is a cotton of spectacular quality and performance.

Note to North Carolina and Virginia Cotton Growers: This is a mighty good variety for the northern edges of the cotton belt—and ALL growers of Coker-Cleveland 884 should buy enough of this Strain 4 for a seed patch. You won't regret it.

NOTE—Our 884 Strain 2 has made splendid yields, brought good premiums and is very popular in many sections. Our 884-4 is distinctly superior to 884-2 in yield, and makes the same average staple. Don't fail to buy a few bags to grow next year's seed.

DESCRIPTION

Staple— $1\frac{1}{16}$ " to $1\frac{3}{32}$ " under good conditions.

Lint Per Cent—37% to 39%.

Production—Best of the Coker-Cleveland 884's.

Stalk—Dwarf, flat-topped (good for rich lands).

Storm Resistance—Excellent. Does not blow or fall out easily.

Picking—Easy.

Season—VERY early, earliest Cleveland we know of.

PRICES

Per Bushel \$ 2.25

Per 100-lb. bag 7.50

Per ton (20 bags) 135.00

F.O.B. Hartsville, S. C., Atlanta, Ga., Memphis, Tenn.

10% discount allowed on not over two bags of this seed to bona fide 5-acre cotton contestants.



IF YOU WANT COTTON LIKE THIS YOU MUST PLANT OUR NEWEST STRAINS. NOTE DWARF OPEN GROWTH AND SPLENDID FRUITFULNESS OF 884 STRAIN 4

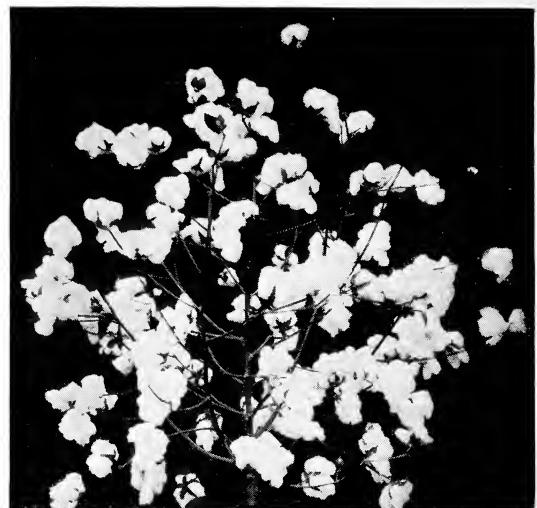
"How About Your Wilds Cotton?"

WILDS NO. 4 BEST

BECAUSE:

1. It is the earliest extra long staple that we know of.
2. It makes a smaller weed than Strains 2 and 3 and is best for the Delta or other rich soils.
3. It fluffs well and is the easiest Wilds cotton to gin.
4. Can stay in the field longer after opening with minimum of damage due to its tendency to "fluff up."
5. It has very large round ovate bolls.
6. It is very storm resistant.
7. Is more resistant to "hopper" damage due to hairiness of leaves and squares and to open habit of growth.
8. It is the most prolific and profitable strain of Wilds.

Our new Wilds No. 4 is not only the earliest, extra long staple cotton that we know of, but has an openness of growth and comparatively small leaf which makes it less liable to damage from all insects.



TYPICAL PLANT—WILDS NO. 4

DESCRIPTION

Staple— $1\frac{1}{4}$ " to $1\frac{5}{16}$ " (same as Wilds No. 1).

Lint Per Cent—33% to 34.5%.

Production—Best of the Wilds Cottons.

Stalk—Semi-dwarf, spreading, open.

Storm Resistance—Excellent.

Leaves—Hairy, resistant to "hopper" damage.

Picking Quality—Good.

Bolls—Very large, 58 to 60 to pound.

Season—Extremely early—as early as many short cottons.

PRICES

Per bushel	\$ 2.85
Per 100-lb. bag	9.50
Per ton (20 bags).....	171.00

F.O.B. Hartsville, S. C., Atlanta, Ga., Memphis, Tenn.

We consider this cotton the very best extra long cotton we have yet introduced, though it is slightly shorter than Wilds 2 and 3. Long cotton growers cannot afford to neglect this cotton—especially in sections likely to be attacked by the hopper or jacid.

TYPICAL ROW OF WILDS NO. 4—OUR BEST LONG COTTON

"Is Wilds No. 3 All Right?"



A NICE CROP OF BOLLS. BELOW, COMBED STAPLE

WILDS No. 3 DESCRIPTION

Staple— $1\frac{5}{16}$ " to $1\frac{3}{8}$ " under good conditions.
The longest staple cotton that we have ever offered.

Lint Per Cent—32% to 34%.

Bolls—Large, ovate, slightly pointed; 59 to 62 to pound.

Stalk—Vigorous, symmetrical, open type.

Storm Resistance—Good.

Picking Quality—Good.

Season—Medium early.

DELTATYPE WEBBER STRAIN 9 DESCRIPTION

Season—Earliest Deltatype we have ever planted.

Production—Best of any of the Deltatypes.

Bolls—Very large—58 to 60 to pound.

Storm Resistance—Excellent.

Lint Per Cent—33% to 34%.

Uniformity—Most uniform in staple and true-ness to type of any cotton that we know of.

"A good, productive, dependable variety for Delta planting."

PRICES

Per bushel	\$ 2.25
Per 100-lb. bag	7.50
Per ton (20 bags).....	135.00

F.O.B. Hartsville, S. C., Atlanta, Ga., Memphis, Tenn.

Some of the Wilds 2 and 3 cotton planted in the Mississippi Valley last year grew too rank and produced poorly. This condition was due to a very wet season, and to the hopper and jacid insects, which do most damage in tall, thick cotton. In many instances this condition was aggravated by late planting.

The splendid records made by these cottons in this region in 1929 and 1930, indicates their ability to produce maximum yields of very long cotton, paying the farmers excellent dividends.

Although we have not had the same trouble to any extent in South Carolina, last year's experience in the Valley indicates that vigorous cottons, like the Wilds Strains 2 and 3, should be given more distance than more open growing cottons, like Wilds Strain 4 or Delfos. We observed that wherever the plants of Wilds Strains 2 and 3 had distance they fruited well, even in the wettest districts of the Delta.

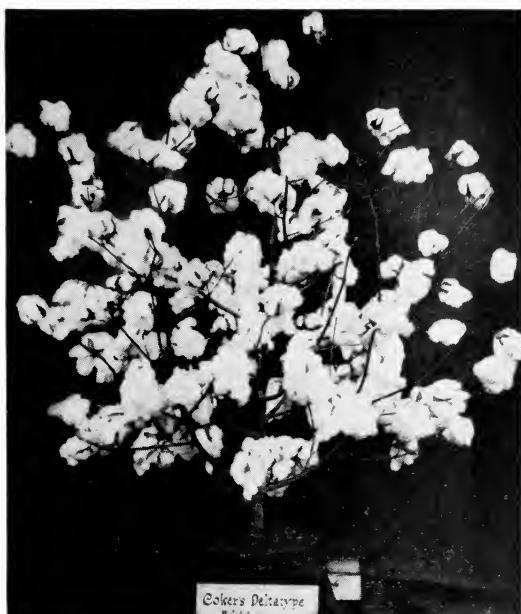
The Valley planters will do well to continue to plant these cottons but should give them more room, both in the row and drill, unless they are willing to gamble on a dry season.

WILDS No. 3

PRICES

Per bushel	\$ 1.50
Per 100-lb. bag	5.00
Per ton (20 bags).....	90.00

F.O.B. Hartsville, S. C., Atlanta, Ga., Memphis, Tenn.



TYPICAL DELTATYPE PLANT

"HOW DID YOUR FARM RELIEF COTTON SHOW UP LAST SEASON?"

J. W. HENDRIX—10 BALES ON 5 ACRES

J. W. Hendrix, Pickens, S. C.—Ten bales on five acres, 49,785 lbs. lint— $1\frac{1}{16}$ " staple—40% lint—only 500 lbs. fertilizer used.



Planted April 14. Photo July 14-31

HOW IS THIS FOR THREE MONTHS—QUICK FRUITING—
BIG BOLL



HERE IS COTTON FOR YOU

WOODROW FORTUNE—3,138 Lbs. Lint on 3.6 Acres

Woodrow Fortune, Forest City, N. C., wins first prize (boys) N. C. Bale-An-Acre Club. Yield $6\frac{1}{3}$ bales (3,138 lbs. lint) on 3.6 acres—40% lint— $1\frac{1}{16}$ " to $1\frac{3}{8}$ " staple.

BECAUSE:

1. It is the easiest picking cotton we know of, and the average picker on our farms can pick 25 pounds more Farm Relief in a day than any other variety. This is possible because of its large, round bolls, wide opening and fluffiness.
2. It gets into full fruitage a week or more ahead of our Coker-Cleveland 5's, which are themselves medium early.
3. It has a large, almost round boll. (See photo.)
4. It is very open growing and thin foliated, which helps prevent rotting in wet weather and is a great factor in weevil control.
5. It is the strongest, most wiry-fibered cotton of medium staple that we know of.
6. It is, we believe, well adapted for planting in any section of the cot-

BECAUSE:

- ton belt, but especially along its northern and southern borders.
2. It combines heavy production with extreme earliness, excellent character and uniformity of staple, open type growth, big bolls, and storm resistance.

DESCRIPTION

Staple— $1\frac{1}{16}$ " to $1\frac{3}{32}$ " under good conditions.

Character—The very best—buyers want it.

Lint Per Cent—40% to 41%.

Production—Excellent (see above).

Stalk—Open, semi-dwarf.

Storm Resistance—We know of none better.

Picking Quality—The best of any cotton that we know of. (This results in getting the crop out early and making a very high grade.)

Season—One week ahead of anything else we have, except the Fosters and Wilds 4.

Adaptability—Anywhere that cotton is grown in the United States.

G. A. McINTYRE—7½ BALES ON 5 ACRES

G. A. McIntyre, Sr., wins second prize, Middle District, of South Carolina. Yield 7½ bales (3,770 lbs. lint) on five acres—staple $1\frac{1}{16}$ ".



WOODROW FORTUNE'S PRIZE PLOT

PRICES

Per bushel	\$ 2.25
Per 100-lb. bag	7.50
Per ton (20 bags).....	135.00

F.O.B. Hartsville, S. C., Atlanta, Ga., Memphis, Tenn.

10% discount allowed on not over two bags to bona fide 5-acre cotton contestants.



FARM RELIEF—"THE PICKERS' PARADISE"

"What's the BEST $1\frac{1}{16}$ " Cotton For Wilt Land?"

COKER-CLEVEWILT STRAIN 2

BECAUSE:

1. It is a highly wilt resistant Cleveland cotton.
2. It combines heavy production, full inch or better staple, good lint turnout and wilt resistance.
3. It is storm resistant and picks easy.



IT STANDS UP AND PRODUCES

Staple— $1\frac{1}{16}$ " full under good conditions.
Lint Per Cent—37% to 39%.

Production—Best of any wilt cotton that we know.

Stalk—Vigorous grower, medium open.

Storm Resistance—Good.

Wilt Resistance—As good as Super-Seven and Dixie.

Bolls—Medium—68 to 72 to pound.

Adaptability—Will, if properly utilized, prove to be a godsend to wilt sections of southern Georgia, Alabama and elsewhere.

PRICES

Per bushel	\$ 2.25
Per 100-lb. bag	7.50
Per ton (20 bags)	135.00

Prices F.O.B. Hartsville, S. C., Memphis, Tenn., Atlanta, Ga.

10% discount allowed bona fide 5-acre cotton contestants on not more than two bags.

"How About a Real Good Wilt Cotton—Cheap?"

COKER-CLEVEWILT STRAIN 1

BECAUSE:

1. It won first prize in Middle District of South Carolina 1931 Cotton Contest with a yield of eleven bales on five acres of bad wilt land. Staple $1\frac{1}{16}$ ".
2. It is a typical Cleveland cotton in yield, type of growth and lint turnout.
3. It is what the "wilt land" farmer should plant if he wants a good wilt resistant, full inch to $1\frac{1}{16}$ " staple cotton at lowest cost.

DESCRIPTION

Staple— $1\frac{1}{2}$ " to $1\frac{1}{16}$ " under good conditions.
Lint Per Cent—36% to 38%.

Production—Excellent.

Stalk—Medium, rather open.

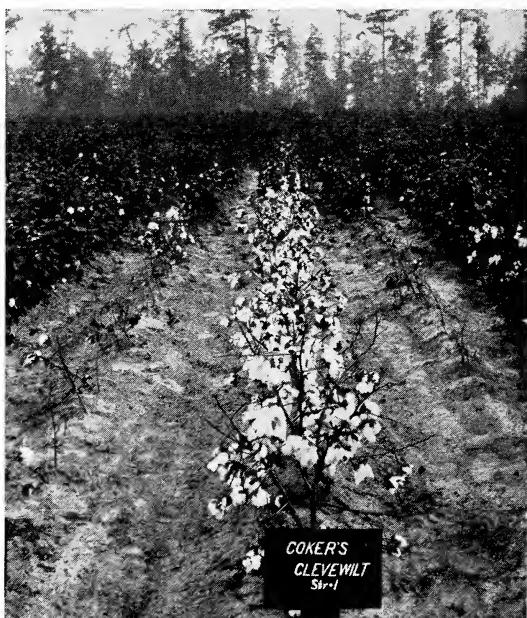
Wilt Resistance—Good.

Storm Resistance—Good.

PRICES

Per bushel	\$.90
Per 100-lb. bag	3.00
Per ton (20 bags)	60.00

Prices F.O.B. Hartsville, S. C., only.



YOU SEE, THERE'S NO DOUBT ABOUT ITS WILT RESISTANCE

"I Want An Early Wilt-Resistant Long Staple."

WE RECOMMEND LIGHTNING EXPRESS STRAIN 8

BECAUSE:

1. It is the earliest long staple wilt resistant variety.
2. Good for planting on wilt and non-wilt lands.
3. Excellent yields under weevil conditions.

DESCRIPTION

Plant—Vigorous, open type, thin foliage.

Season—Very early.

Hull—Very fibrous, hardens quickly.

Wilt Resistance—Excellent.

Lint Length— $1\frac{3}{16}$ " to $1\frac{1}{4}$ ".

Lint Per Cent—32% to 34%.

Storm Resistance—Good.

Picking Quality—Good.

Bolls—Medium, 69 to 75 to pound.

PRICES

Per bushel	\$ 2.25
Per 100-lb. bag	7.50
Per ton (20 bags)	135.00



COTTON—IN SPITE OF WILT AND WEEVIL

"My Land Grows Too Much Weed."

COKER-FOSTER STRAIN 6 WILL SUIT

BECAUSE:

1. It makes very small weed.
2. Is very open growing.
3. Has small leaves.
4. Is extremely early.
5. A wonderful producer.

DESCRIPTION

Plant—Very open in type, low spreading with long, slender fruiting branches and small, deeply lobed leaves.

Season—It matures very early.

Bolls—Long ovate, slightly pointed, 68 to 70 per pound.

Opening—Good, wide and fluffy.

Picking Quality—Good.

Staple— $1\frac{1}{8}$ " to $1\frac{3}{16}$ ".

Lint Per Cent—35% to 36%.

Character—Very good.

PRICES

Per bushel	\$ 1.25
Per 100-lb. bag	4.15
Per ton (20 bags)	75.00

F.O.B. Hartsville, S. C., Atlanta, Ga., Memphis, Tenn.



It's "LITTLE" BUT IT'S "LOUD"

"I Want Some Coker No. 5 Seed for My Crop."

COKER-CLEVELAND 5 STRAIN 3

LEADS THREE STATES IN PRODUCTION OF QUALITY COTTON



G. A. MCINTYRE, JR., IN HIS PRIZE PLOT OF CLEVELAND 5 STRAIN 3

DESCRIPTION

Staple— $1\frac{1}{2}$ " to $1\frac{1}{16}$ " under good conditions.

Averages about $\frac{1}{32}$ " longer than Strain 2.

Lint Turnout—37% to 40%.

Adaptability—Anywhere cotton is planted.

Production—See above results.

Picking Quality—Excellent.

Storm Resistance—Good; does not blow out easily.

Bolls—64 to 66 to lb.; ovate, slightly pointed.

J. O. Taylor, Mt. Croghan, S. C., wins first state prize in 1931 S. C. 5-acre Cotton Contest. Yield 12 bales (5,970 lbs. lint) on 5 acres—average staple $1\frac{1}{16}$ ".

Ashton Adams, Lattimore, N. C., wins first prize in N. C. Bale-an-Acre Club with yield of 11 bales (5,480 lbs. lint) on 5 acres—staple $1\frac{1}{32}$ ".

Donald Hastings, H. G. Hastings Farm, Lovejoy, Ga., wins first prize (large acreage) Georgia More and Better Cotton Contest with Coker-Cleveland 5 Strain 3. Staple $1\frac{1}{32}$ ". Profit \$240.00.

W. P. Broome, Peachland, N. C., produced $16\frac{1}{2}$ bales (8,161 lbs. lint) on $7\frac{1}{2}$ acres—1-inch staple.

G. A. McIntyre, Jr., Marion, S. C., produced $9\frac{1}{3}$ bales (4,630 lbs. lint) on 5 acres—1-inch staple.

PRICES

Per bushel (30 lbs.)	\$ 1.25
Per 100-lb. bag	4.15
Per ton (20 bags)	75.00

F.O.B. Hartsville, S. C., Atlanta, Ga., Memphis, Tenn.

"AN ALL ROUND GOOD COTTON"



THE BIGGEST 5-ACRE YIELD IN SOUTH CAROLINA (Coker 5 Strain 3)

90¢ PER BUSHEL*

- Lowest Prices We Have Ever Quoted

COKER (CLEVELAND) 5 STRAIN 2

Winner first prize 1930 South Carolina 5-acre contest—yield 10½ bales, staple full inch. Makes cotton under most any conditions. Stands crowding. Lint per cent, 37% to 40%. Easy to pick.

COKER CLEVEWILT STRAIN 1

First Middle District prize South Carolina 1931 contest—yield 11 bales on badly infested wilt land—produced full $1\frac{1}{32}$ " staple. A real wilt resistant Cleveland. Good lint turnout (36% to 39%). Makes cotton on wilt land (see page 9). Attention cotton growers, southern Georgia and Alabama. At these prices, you cannot afford not to plant your wilt lands in Clevewilt 1 or Super-Seven 5.

SUPER-SEVEN STRAIN 5

A productive wilt resistant variety of $1\frac{1}{16}$ " to $1\frac{1}{8}$ " staple. Seed almost lintless—oil milling value very high. Vigorous grower, season very early, storm resistance good, picking quality good.

COKER-FOSTER STRAIN 4

An extra early thin foliage small weed variety of $1\frac{3}{16}$ " staple. Fruits quickly; good for planting where weevil is bad. Easy to pick; storm resistant.

LIGHTNING EXPRESS STRAIN 7

The earliest maturing wilt resistant long staple cotton known (except Strain 8). Good for wilt and weevil. Staple $1\frac{5}{32}$ " to $1\frac{3}{16}$ ".

**THESE ARE EXCELLENT PEDIGREED COTTONS BUT NOT
OUR LATEST STRAINS**

*F.O.B. Hartsville, S. C. No quantity discounts under carload.

"I Want a Good Dependable Field Corn."

COKER'S PEDIGREED ELLIS

WILL FILL THE BILL

BECAUSE:

1. It yields more on thin soil than any variety we know of.
2. Makes excellent yields on stiff soils.
3. Is drought resistant and weevil resistant.

DESCRIPTION

Plant—Low and stocky, ears set very low.

Shanks—Short.

Ears—7 to 9 inches long and about $2\frac{1}{4}$ inches in diameter; mostly 16 and 18 rowed.

Cobs—Generally white, few red.

Grains—A dimple dent, white or cream colored, deep, hard and flinty.

Weevil Resistance—Excellent.

Drought Resistance—High.

Season—130 to 150 days. Makes beautiful straight rowed ears remarkably free from weevils and rot.

PRICES

Per peck	\$1.00
Per bushel	3.25
5 bushels or over, per bushel.....	3.00

F.O.B. Hartsville, S. C.

COKER'S PEDIGREED GARRICK

"EXCELLENT FOR SILAGE AND SEED"

BECAUSE:

1. Has averaged over 18 tons of silage per acre on our farms for last three years.
2. Hard flinty grains, white cobbed, and grained, combine to make it a most profitable variety, both for home use and for milling purposes.

Prolificacy—Two and three ears; usually two.

Weevil Resistance—Excellent.

Stalk—Vigorous, growing 8 to 10 feet tall under average field conditions. When well-manured on fairly good soil with sufficient rainfall, it will make a growth of from 12 to 18 feet.

DESCRIPTION

Season—Medium to late.

Cob—White.

Grain—White, flinty, medium deep.

PRICES

Per peck	\$1.00
Per bushel	3.25
5 bushels and above, per bushel.....	3.00

COKER'S SELECTED INDIAN CHIEF

"A RELIABLE YELLOW CORN"

BECAUSE:

1. The best general purpose drought-resistant yellow corn we know of.
2. Stalks stocky with usually 2 or 3 and sometimes 4 ears set low.
3. Uniformly white cobbed—medium deep grained—season 110 to 130 days.

4. Ears well covered—with shuck unusually free from weevils.
5. Production record best of any yellow variety tested.

PRICES

Per peck	\$.75
Per bushel	2.25
5 bushels and over, per bushel.....	2.00

(We have not yet pedigreed this variety.)

IMPORTANT NOTICES

Be Sure to Read This Page

MR. FARMER

You should adopt a system of seed improvement that will insure maximum quality and yield year after year. Because you bought the best pedigree seed to be had five or six years ago does not justify your continued use of these seed for they have begun to "run out," even if you have kept them unmixed. Natural variation rapidly destroys a pure-bred variety. The best plant breeders are year by year improving their seed and you miss the chance of constantly improving your product unless you buy each year some of the latest improved strain—at least enough to grow seed for your next year's crop. Our Coker-Cleveland 5 Strain 5 and 884 Strain 4 are the very best Coker-Clevelands we have yet put out. The same seed planted year after year will not yield best results. Nature sees to that.

The plant breeder is constantly improving his strains and you must use his best and latest strains if you are to keep up with the procession.

The plant breeder is as necessary to agriculture as the inventor is to industry. He is constantly inventing new and better and more profitable varieties of seeds just as the inventor is constantly improving machines.

IS IT FAIR?

People often criticise us for the performance of seed that they did not buy from us. That is neither just nor fair. Good seed will deteriorate rapidly under average conditions. Besides they often become mixed or lose their vitality by poor storage.

Don't try to cut corners and save money on this item. Your year's results depend on the reliability of your seed.

EFFECT OF GROWING CONDITIONS ON CHARACTER OF COTTON

The length, percentage of lint and boll size of every variety of cotton will vary under varying conditions of soil fertility and rainfall. Our descriptions are based on the actual records that our cottons have produced in our tests, and our cottons will show the same characters elsewhere under the same conditions. If the grower and Mother Nature provide better conditions than obtained on our farms during the critical period of boll formation they will produce longer staple. Drought or poor conditions, however, will result in a shorter staple, reduced yields and smaller bolls no matter what variety is planted.

BUSINESS TERMS

VISITORS INVITED

We welcome visitors who are interested in the work we are doing. Thousands visit us each year—many from distant states and foreign countries.

OUR RESPONSIBILITY

Our seed are all carefully tested for germination and purity before they are sent out. Attached to every bag of seed we ship is a card on which is printed the per cent of germination and purity of that particular lot of seed. However, under no circumstances will we be responsible for the germination of seed after they have been planted as there are many reasons for imperfect germination of planted seeds other than their vitality, and, in no case do we give any warranty, expressed or implied, as to descriptions, quality or productivity of our seed. If customer does not accept seed under these conditions they are to be returned at once.

YOUR RESPONSIBILITY

Examine your seed when you receive them and test them in any way you see fit. If, for any reason, they are not satisfactory, they may be returned to us within ten days after they are received, in the original package, at our expense, and we will refund entire purchase price. Customers must accept all responsibility for seed which have been in their possession more than ten days, as the vitality of any seed may be lessened or killed after leaving our warehouse by subjection to moisture, heat, brine, chemicals, etc. Read carefully conditions stated under the caption "Our Responsibility."

NO COTTON KNOWN WILL STAND 100% ON SOILS HEAVILY INFESTED WITH BOTH WILT AND ROOT KNOT

OUR SEED HAVE SAVED MANY FARMERS FROM BANKRUPTCY

PROFITABLE AGRICULTURE

COKER'S
PEDIGREED
SEED

MAXIMUM YIELDS
OF HIGH QUALITY

TAXES

POOR QUALITY

DEBT

WASTY
COTTON

RUN DOWN SEED

POOR YIELDS

